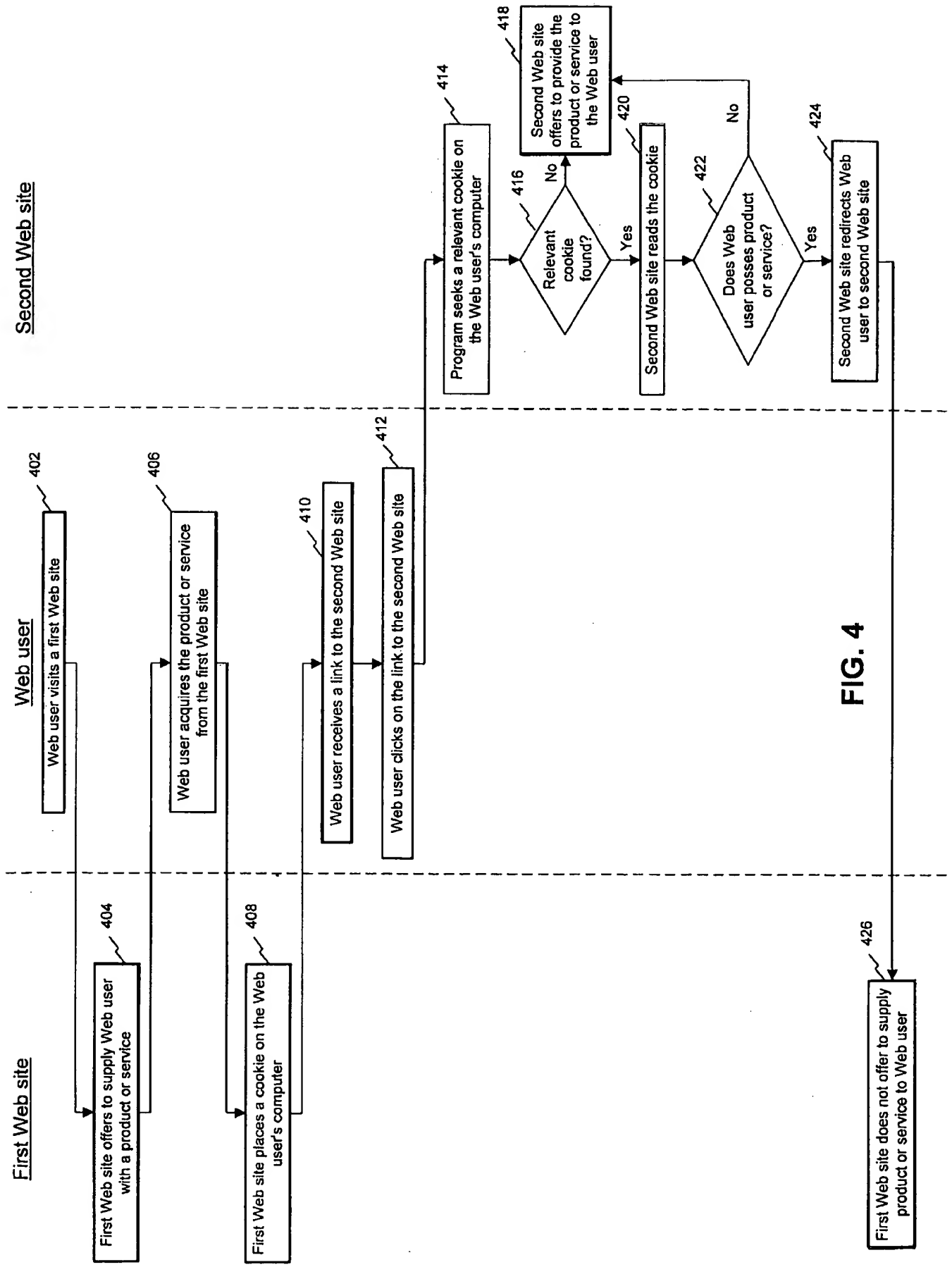
First Web site
Web user
Second Web site
Web user visits a first Web site
402
First Web site offers to supply Web user with a product or service
404
Web user acquires the product or service from the first Web site
406
First Web site places a cookie on the Web user's computer
408
Web user receives a link to the second Web site
410
Web user clicks on the link to the second Web site
412
Program seeks a relevant cookie on the Web user's computer
414
Relevant cookie found?
416
No
Second Web site offers to provide the product or service to the Web user
418
Yes
Second Web site reads the cookie
420
Does Web user posses product or service?
422
No
Yes
Second Web site redirects Web user to second Web site
424
First Web site does not offer to supply product or service to Web user
426

FIG. 4